



Visit Loudoun
Rural Economy Business Development Strategy

Loudoun's Rural Economy

Crops in the top in State ranking:

- #1 in number of horses with 15,500
- #1 in number of wineries with 34 wineries
- #1 in acres of sod harvested
- #2 in grapes produced with 1,036 ton
- #4 in Christmas tree sales
- #5 in hay and other crops



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Who are you: Meeting Planner

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EVENTS

EXPERIENCE LOUDOUN

PLAN YOUR VISIT

BOOK YOUR TRIP

Take in... DC's Wine Country

Breaux Vineyards (Photo credit: Tom Lussier)

▶ PLAY VIDEO

+ VIEW TAGS



Get Lost in Loudoun!



View the Touring Guide

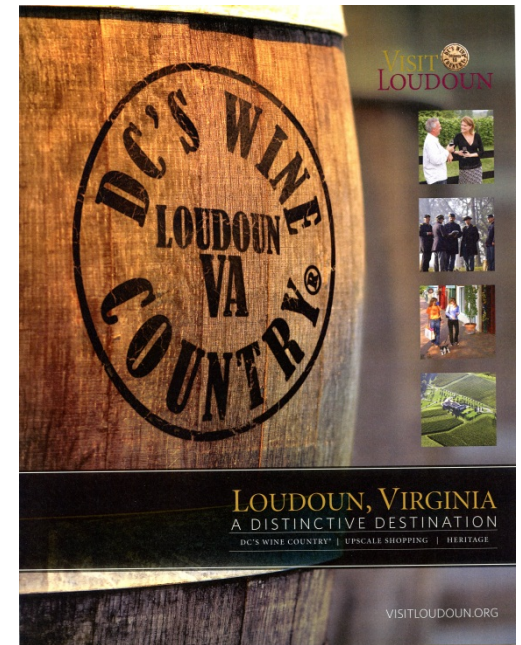
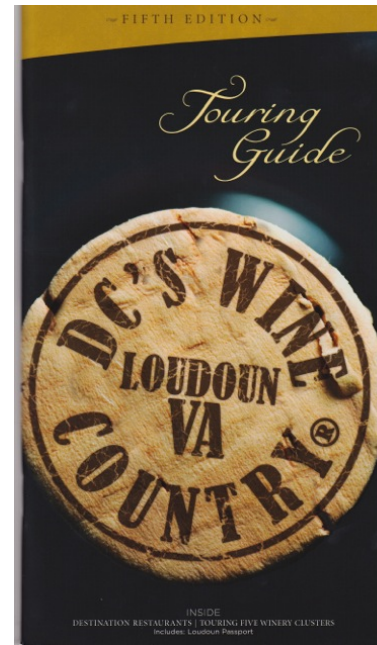
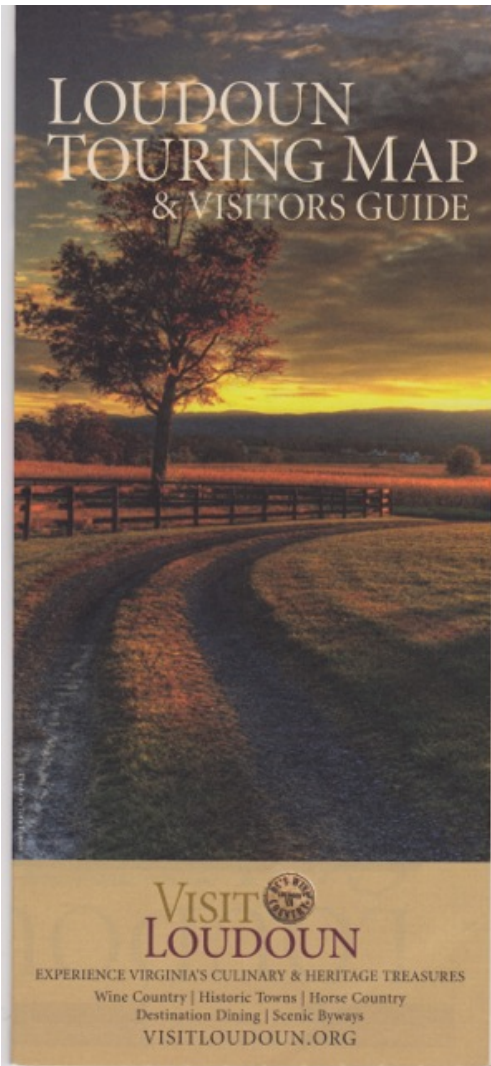


The 57th Presidential Inauguration



Pet Friendly Loudoun

Visit Loudoun Publications









Purpose of the Rural Strategy

- Develop a blueprint for the Rural Economic Development Council for advancing rural industrial growth.
- Build on the success of the “200,000-Acre Solution.”
- Leverage public and private sector programs, tools, and investment activities to achieve growth and development.
- REBDS will recommend new strategies to support the rural economy.

Outreach



- Co-chairs: Martin Hamberger and Doug Fabboli.
- Fifteen sectors and leaders identified by REDC.
- Letter of invitation to 3,000+ western Loudoun landowners.
- 300 individuals participated in strategic planning meetings.
- Each sector submitted a written report and oral presentation.

Strategic Planning Key Findings



- Forces external to the county heavily influence rural industries.
- Individual initiative and market innovation are dominant characteristics of rural entrepreneurs.
- Market opportunities abound in the region.
- Cooperative solutions to marketing problems are often difficult to organize and implement.
- Land-use taxation is critical to the future of rural and resource based industries.
- Cost of Community Services studies confirm that working landscapes are net contributors to tax base.

Strategic Planning Key Findings

- Intergenerational transfers are a challenge to farming's future.
- Beginning farmer development is essential to rural industry success.
- Rural entrepreneurs demand flexible training options.
- High development pressure brings higher costs of doing business.
- Loss of industry concentration makes economic development support essential to business growth.



Preliminary Recommendations

Foundation Strategies

- Essential for long-term growth
- Address structural issues
- Have multi-industry or cross industry effects
- Allow for a high level of private and public sector leverage
- Promotes broad based economic benefits.

Program Strategies

- Focus on both long-term and short-term needs
- Address discrete needs
- Seek to expand or enhance existing programs, content, and ideas
- Promotes targeted economic benefits.



Foundation Strategy #1

Loudoun Agriculture and Rural Business Accelerator

- Replicates the Cornell University “Tech Farm” model.
- Focuses on leading edge business development in food, wine, bio-technology, manufacturing, and related fields.



THE TECHNOLOGY FARM

Cornell Agriculture &
Food Technology Park



Example



our juices

cherry benefits

our story

teams

blog

recipes

TEAMS

Teams That Are Currently Using Cheribundi:

- NFL**
DALLAS COWBOYS
KANSAS CITY CHIEFS
NEW ENGLAND PATRIOTS
NEW YORK GIANTS
PITTSBURGH STEELERS
SAN DIEGO CHARGERS
SEATTLE SEAHAWKS
ST LOUIS RAMS
- MLB**
COLORADO ROCKIES
NEW YORK METS
PHILADELPHIA PHILLIES
SEATTLE MARINERS
- NHL**
CHICAGO BLACKHAWKS
ROCKFORD ICEHOGS (CHICAGO BLACKHAWKS)
EDMONTON OILERS
FLORIDA PANTHERS
NEW YORK RANGERS
- NBA**
HOUSTON ROCKETS
NEW YORK KNICKS
- NCAA**
AUBURN UNIVERSITY
BAYLOR UNIVERSITY
BOSTON COLLEGE
DUKE UNIVERSITY
FLORIDA STATE UNIVERSITY
GEORGE WASHINGTON UNIVERSITY



Tru Cherry
Our original juice packed with 2 servings of fruit!

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Foundation Strategy #2

Create a peer-to-peer consulting and research network

- Expands reach of existing programs and the proposed Accelerator.
- Expands services to local businesses using contemporary knowledge and experience.
- Address decline in government support for rural industrial support and expands public-private partnerships.

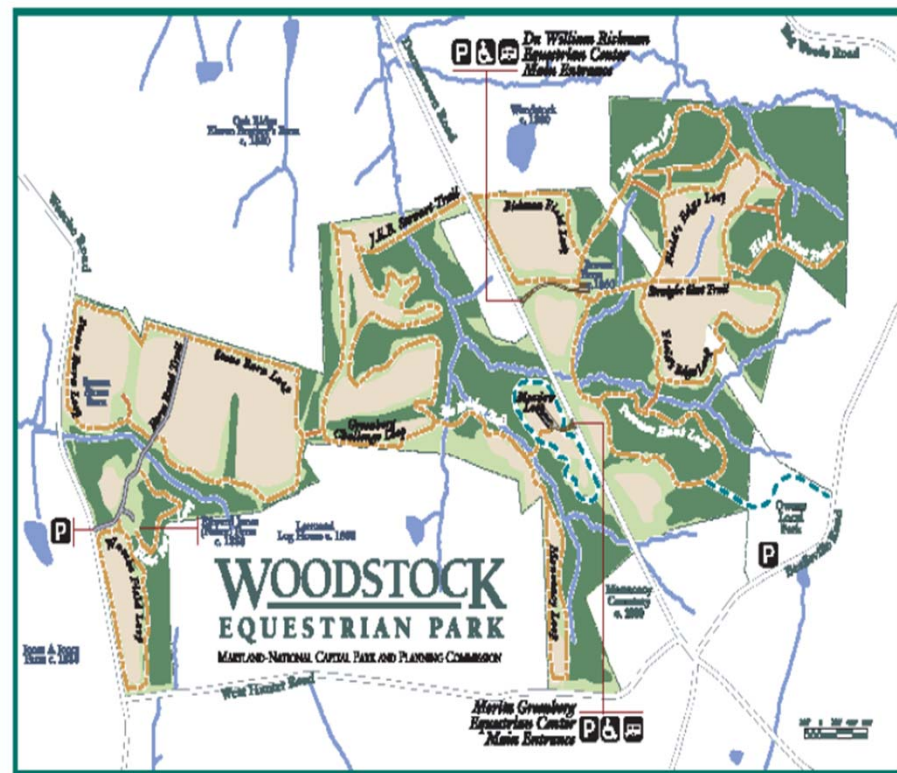




Foundation Strategy #3

Develop Integrated Approach to Equine Industry Enhancement

- Create a base of factual information on the equine industry.
- Integrate equine programming based on Maryland National Capital Park and Planning Commission model.
- Build collaborative partnerships to sustain and enhance the equine industry over the long-term.



Heron Greenway Equestrian Center Trails				Natural Features			Dr. William Richman Equestrian Center Trails			
Trail Name	Mileage	Trail Name	Mileage	Trail User Symbols	Trail	Accessories	Trail Name	Mileage	Terrain	Stream & Road
Fisher Horn Loop	.5	Heron Greenway Trail	.8	Horse	Orange	Water	Herd's Edge Loop	1.2	Forest	
Korn Road Trail	.1	Monocacy Loop	1.9	Mountain Bike	Blue	Shade	Swains Edge Trail	.4	Field	
Greenway Challenge Loop	2.5	Two Bridges Trail	.4	Canoe/Kayak	Green	Shelter	Big Woods Loop	1.8		
Jeb Smart Trail	.3	Woods Hole Loop	.2	Car	Red	Trailer	Freeman Horn Loop	1.6		
Handers Loop	.9			Trailer	Black		Richman Hold Loop	.9		

Example

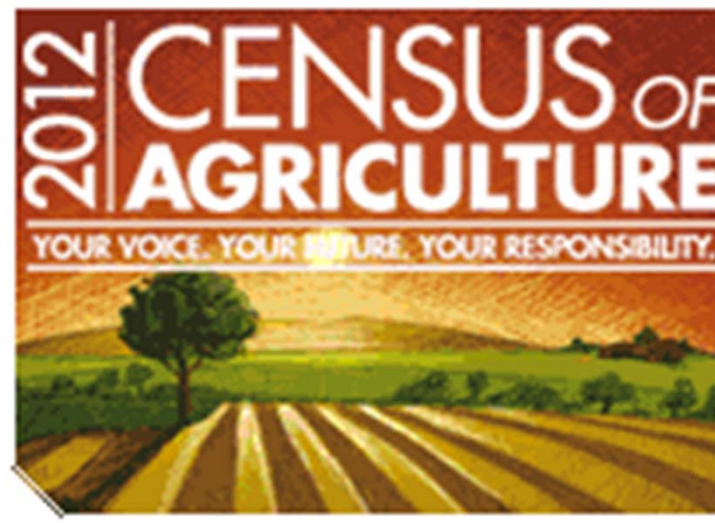


**Frying Pan Farm Park
Fairfax County, VA**

Foundation Strategy #4

Conduct Regular Rural Business Owner Survey

- The need to first address the data gap in order to positively affect the creation of sound public policy and investment.
- Seeks to develop a reliable source of information on local industry conditions.
- Will be used to refine the strategic plan over time.



Example

- Highest number of attendees of all 15 sectors of REBDS.
- Newly organized Loudoun County Equine Alliance.
- Start annual survey with equine sector.
- Planning started for equine industry survey by the LCEA and DED.



**THE ECONOMIC IMPACT
OF THE HORSE INDUSTRY
IN VIRGINIA**

MARCH 2011

TERANCE J. REPHANN
WELDON COOPER CENTER FOR PUBLIC SERVICE
UNIVERSITY OF VIRGINIA



Programmatic Strategy #1

Redesign and enhance rural components of
biz.loudoun.gov and Loudounfarms.org

- Rebuilds and repurposes loudounfarms.org.
- Enhances rural business content on biz.loudoun.gov.
- Expands online training opportunities.

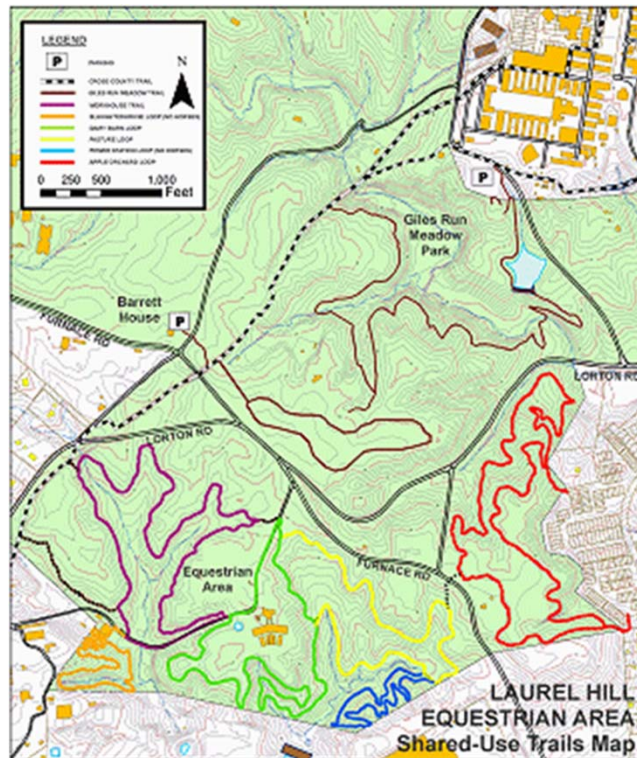
Loudoun Farms

LOUDOUN COUNTY OFFICE OF
RURAL ECONOMIC DEVELOPMENT



Programmatic Strategy #2

Encourage development of Loudoun multi-use trail system



CLARKS CROSSING ACRES: 143.74

Approximately 3.2 miles of trails wind through the park to join the W & OD Trail.

COLVIN RUN STREAM VALLEY (rails to river trail) ACRES: 70.90

Approximately 3 miles of natural surface/stonedust trail between Hunter Mill Road and Leesburg Pike.

DIFFICULT RUN STREAM VALLEY (CCT) ACRES: 864.75

Approximately 14 miles of mostly natural surface trail along the Difficult Run Creek between Miller Heights Road and Georgetown Pike.

FRED CRABTREE ACRES: 208.52

Approximately 2 miles of natural surface trails.

FRYING PAN PARK ACRES: 102.90

Approximately 23 acres of fields and forest for cross-country riding. Two outdoor show rings and an indoor activities center for year-round use.

LAKE FAIRFAX PARK (rails to river trail) ACRES: 478.99

Approximately 1 mile of natural surface trail.

LAUREL HILL Laurel Hill Equestrian Area Shared-use Trails Map

RIVERBEND PARK ACRES: 409.68

Access to river, PHNST, and some internal trails.

THE TURNER FARM ACRES: 52.41

Parking, trails, novice cross-country course, arena, pony pen.

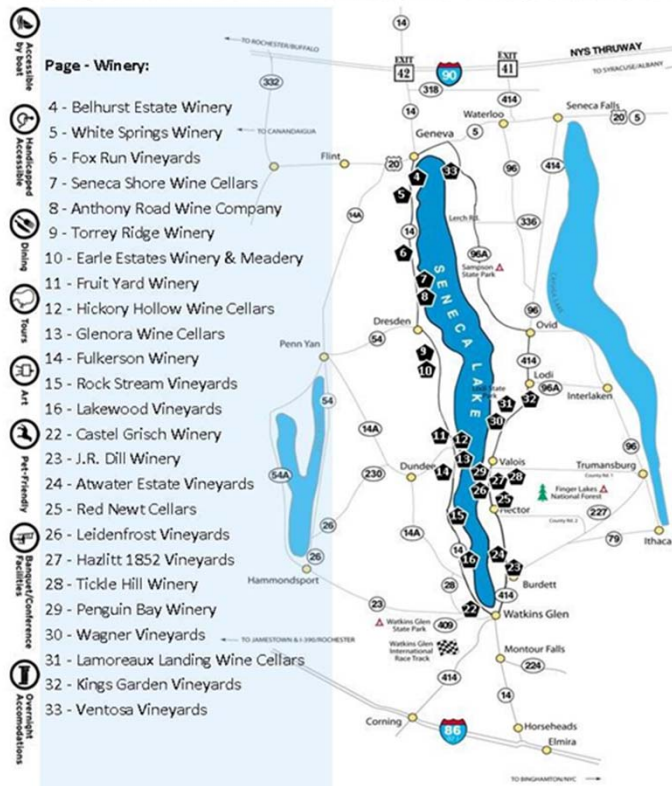
Programmatic Strategy #3

Create marketing programs in areas of integration between the rural west and the urban east



Polar Passport Participants Page 18-19

Please visit each page in this passport to learn about each winery & any specials they may have. The number referenced on this map is also their page in this passport.



www.SenecaLakeWine.com
877-536-2717



Example



Ag Art
Wear

Launched in 1994, Ag Art Wear challenges designers to create a piece of agricultural art for the body derived from rural material.



Programmatic Strategy #4

Create a branded rural business awareness program

- Integrates rural industries with Visit Loudoun programming.
- Creates a strong rural product brand.



Programmatic Strategy #5

Develop a consolidated year-round farmers market

Creates a center of activity for rural industries.
Improves consumer access to the local foods.



Budget Development



	Budget Implications			
	FY2014	FY2015	FY2016	FY2017
FOUNDATION STRATEGIES				
A. Assess the need for a Loudoun Agriculture and Rural Business Accelerator		\$50,000/\$25,000	TBD	TBD
B. Develop an Integrated Approach to Equestrian Industry Enhancement	\$25,000/\$20,000	\$0	TBD	TBD
C. Conduct a Regular Rural Business Owners Survey		\$10,000/\$8,000	\$10,000/\$8,000	\$10,000/\$8,000
D. Create a Formal Rural Business Peer-to-Peer Consulting and Research Network		\$50,000/\$15,000	\$50,000/\$15,000	\$50,000/\$15,000
PROGRAM STRATEGIES				
A. *Re-design Loudounfarms.org and biz.loudoun.gov Websites to Add a Greater Level of Business Support Information	\$12,000/\$12,000***	TBD	TBD	TBD
B. Encourage the Formation of a Loudoun County Trails Associations			\$15,000/\$2,500	\$15,000/\$2,500
C. Enhance Marketing Programs to Improve Linkage Between Rural and Urban Economies	\$5,000	TBD	TBD	TBD
D.** Create a Branded Rural Business Awareness Program	\$17,500/\$5,000	\$20,000/\$10,000	\$20,000/\$10,000	\$20,000/\$10,000
E. **Develop a Consolidated, Year-Round Farmers Market in Loudoun County	\$40,000/\$20,000	TBD	TBD	TBD
Note: Figures in Blue represent total estimated expenditure. Figures in Black represent total estimated County contribution. TBD: To be determined based on program development and implementation feedback.				
*Currently in process.				
**Majority of cost component is additional FTE.				
*** Work already begun and funded in FY13, DED Operating Budget				

Tourism Benefits

- Enhanced visitor experience
- Attract new visitors
- Increased recognition of our destination
- Increased opportunities for business development
- Improved data to support our industry



Next Steps

- Editing of final report ongoing.
- November-January outreach to stakeholders/partners.
 - Visit Loudoun
 - Loudoun County Chamber of Commerce
 - Small Business Development Center
 - Mason Enterprise Center
 - Piedmont Environmental Council
 - Morven Park
 - VA Tech
 - USDA
 - Farm Bureau
 - Virginia Horse Council
 - US Small Business Administration
- January 2013 - REDC to request recommendation from the Economic Development Committee to the Board of Supervisors.
- February 2013 - Action by the Board of Supervisors.



Thank you!